

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: **Stephen A. Ewald** Confirmation No.: **6111**
Application No.: **10/672,133** Group Art Unit: **3625**
Filing Date: **September 23, 2003** Examiner: **Mark A. Fadok**
For: **System and Method For Purchasing Linked With Broadcast Media**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REPLY PURSUANT TO 37 CFR § 1.111

In response to the Official Action dated **August 23, 2007**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- Amendments to the Specification** begin on page _____ of this paper.
- Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- Amendments to the Drawings** begin on page _____ of this paper and include an attached replacement sheet.
- Remarks** begin on page 5 of this paper.